



Town of Essex

29 West Avenue
Essex, CT 06426
Tel: (860) 767-4340 x112
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Email: selectman@essexct.gov

REQUEST FOR PROPOSALS

Proposal # 12-001

FOR

TOWN OF ESSEX WEBSITE DESIGN AND IMPLEMENTATION OF A NEW WEB CONTENT MANAGEMENT SYSTEM

Issued on: July 23, 2012

Due Date: August 17, 2012

Administered by: Norman Needleman, First Selectman

SECTION I – INTRODUCTION and INTENT of RFP:

Pursuant to General Statutes of Connecticut, **sealed proposals** will be received by the Selectman's Office for Town of Essex from experienced, qualified vendors who specialize in municipal website design and installation for the following:

REQUEST FOR PROPOSAL 12-001

TOWN OF ESSEX WEBSITE DESIGN AND IMPLEMENTATION OF A NEW WEB CONTENT MANAGEMENT SYSTEM

Proposals will be accepted until August 17, 2012 4:00 P.M. EST at the First Selectman's office in the Essex Town Hall building, 29 West Avenue, Essex, CT 06426. Complete specifications and instructions are attached herewith.

The Town plans to contract for Town website design and implementation of new web content management system. We expect the selected Vendor to begin work on or about October 1, 2012.

Proposal documents may be obtained from Maria Lucarelli, Administrative Assistant, at the Essex Town Hall Building, 29 West Avenue, Essex, CT 06426. Proposals shall be submitted on the forms furnished by the Town and shall be submitted in a sealed envelope identifying the Vendor's name, the RFP title, the RFP number, and the RFP due date on the face of the envelope. The email to submit proposal is mlucarelli@EssexCT.gov.

Submission of a proposal signifies the Vendor's agreement that its proposal and the content thereof are valid and will become part of the contract that is negotiated between Town of Essex and the successful Vendor. All prices submitted with the proposal shall remain in effect for the contract period.

Sincerely,

Norman Needleman

Norman Needleman
First Selectman

SECTION II – SCHEDULE:

Town of Essex Website Design and Installation

Monday, July 23, 2012	RFP notices e-mailed, mailed to potential Vendors and placed on CT State Contracting Portal and Town of Essex website.
Monday, August 6, 2012	Last day for questions. Questions must be signed and submitted in writing by 4:00 P.M. Questions may be delivered either by mail, e-mail or fax.
Friday, August 17, 2012	Proposal receipt deadline. All proposals are due at the Essex Town Hall Selectman's Office by 4:00pm, or postmarked by August 14. No late proposals will be accepted.
Tuesday August 21, 2012	Bids are opened at a public meeting at 12:00pm, Essex Town Hall Meeting Room A.
Friday September 14, 2012	Vendors are notified of award decision.
October 1, 2012	Contract term begins on or about.

*Scanned complete and signed proposals may be emailed in a PDF format.

*Town of Essex must receive contract for legal review within 3 business days of notification of award.

SECTION III – BACKGROUND and DEFINITIONS

BACKGROUND

Town of Essex Park and Recreation is soliciting proposals for WEBSITE DESIGN AND IMPLEMENTATION OF A NEW WEB CONTENT MANAGEMENT SYSTEM. The Town of Essex maintains its municipal website to provide accurate, current, and useful information to the public. The website will also feature pages for Doing Business in Essex, Visitors to Essex, Residents of Essex, Town Departments, Calendars or Events, and a "How Do I" page and more. The website will be attractive in appearance, easily updated, and feature all best practices within the website industry.

DEFINITIONS

The Town will use the following definitions in its general conditions, special conditions, technical specifications, instructions, addenda, and any other document used in the bidding process:

1. Invitation to Bid (ITB) – formal request for bids from qualified Bidders
2. Request for Proposals (RFP) – formal request for proposals from qualified Proposers
3. Bid – a price and terms quote received in response to an ITB
4. Proposal – an offer received in response to an RFP
6. Vendor – person or firm submitting a Proposal (also referred to as Successful Bidder or Proposer depending on the document) – one who is awarded a contract to provide goods or services to the City
7. Responsive Bidder or Proposer – a person whose bid conforms in all material respects to the terms and conditions included in the ITB or RFP
8. Responsible Bidder or Proposer – a person who has the capability in all respects to perform in full the contract requirements, as stated in the ITB or RFP, and the integrity and reliability that will assure good faith performance
9. Contract – A deliberate written agreement between two or more competent parties to perform or not to perform a certain act or acts, including all types of agreements, regardless of what they may be called, for the procurement or disposal of equipment, materials, supplies, services or construction.

SECTION IV -- GENERAL CONDITIONS and FINANCIAL PROVISIONS:

VENDOR QUALIFICATIONS: The successful Vendor shall have been in the Website Design and Content Management System business for a minimum of four (4) years. The Vendor shall have a person available during normal business working hours to address any problems or issues.

PRICING: The Vendor warrants that the annual maintenance pricing stated herein shall remain firm for a period of three (3) years from the first day of the contract period. Pricing shall include all charges that may be imposed in fulfilling the terms of the contract. Pricing shall include an initial installation cost and also an annual maintenance fee thereafter.

CONTRACT AGREEMENT: All subsequent contract agreements as a result of an award hereunder, shall incorporate all terms, conditions, and specifications contained herein, and in response hereto, unless mutually amended in writing.

SIGNED PROPOSAL CONSIDERED AN OFFER: Receipt of a signed proposal shall be considered an offer on the part of the Vendor. The terms, conditions and specifications of this proposal will become part of the contract, if the proposal shall be deemed approved and accepted by Town of Essex. In the event of a default on the part of the Contractor after acceptance, the Town may take such action as it deems appropriate including legal action for damages or specific performance.

PAYMENT TERMS: Payment terms are NET 30 days following receipt of correct invoice. Invoices must be submitted to:

Town of Essex
Attn: Selectman's Office
29 West Avenue
Essex, CT 06426

Town of Essex Selectman's Office is responsible for all payments to the Contractor under this contract.

SUBCONTRACTING: The Vendor shall not have the right or power to assign, subcontract, or transfer interest in this contract. The Vendor is prohibited from subcontracting any services covered in the scope of work without obtaining prior written permission from the Town of Essex.

CHANGES: Town of Essex shall have the right, at any time, to alter the specifications to meet increased or decreased needs. If any such changes cause an increase or decrease in the cost or the time required for the performance, or otherwise affects any other provision of this agreement, an equitable adjustment shall be made and this agreement shall be modified in writing accordingly.

NON-DISCRIMINATION: The Vendor shall not discriminate against any individuals and will take proactive measures to assure compliance with all Federal and State requirements concerning fair employment, employment of people with disabilities, and concerning the treatment of all employees without regard to discrimination based upon age, race, color, religion, sex, national origin or disability.

GOVERNING LAWS: This contract is made under and shall be governed and construed in accordance with the laws of the State of Connecticut.

ADVERTISING: In submitting a proposal to Town of Essex, the Vendor agrees not to use the results of their proposal as a part of any commercial advertising without prior approval of Town of Essex.

CONFIDENTIALITY OF PROPOSALS: In submitting a proposal the Vendor agrees not to discuss or otherwise reveal the contents of the proposal to any source outside of Town of Essex until after the award of the contract. Vendors not in compliance with the provision may, at the option of Town of Essex, be disqualified from contract award. Only discussions authorized by the issuing agency are exempt from this provision.

COST FOR PROPOSAL PREPARATION: Any costs incurred by Vendors in preparing or submitting proposals are the Contractors' sole responsibility. Town of Essex will not reimburse any Vendor for any costs incurred prior to award of this contract.

TIME FOR ACCEPTANCE: Each proposal shall state that it is a firm offer which may be accepted within a period of 90 days following the submittal date. Although the contract is expected to be awarded prior to that time, the 90-day period is requested to allow for unforeseen delays.

RIGHT TO SUBMITTED MATERIAL: All responses, inquiries, or correspondence relating to or in reference to this Request for Proposals, and all other reports, charts, displays, schedules, exhibits, and other documentation submitted by the Vendor shall become the property of Town of Essex when received.

COLLUSIVE BIDDING: The vendor's signature on the Town of Essex "Request for Proposal (RFP)" is a guarantee that the prices quoted have been arrived at without collusion with other eligible Vendors and without effort to preclude Town of Essex from obtaining the lowest possible competitive price.

INDEMNIFICATION AGREEMENT: The Vendor shall save and hold harmless, pay on behalf of, protect, defend, indemnify Town of Essex, assume entire responsibility and liability for losses, expenses, demands and claims in connection with or arising out of any injury, or alleged injury (including death) to any person, or damage, or alleged damage, to property of Town of Essex or others sustained or alleged to have been sustained in connection with or to have arisen out of or resulting from the performance or the intended performance of any work/service, outlined or resulting from this agreement, by the Vendor or their employees, including losses, expenses or damages sustained by Town of Essex or Town of Essex officials (including the First Selectman, the Boards of Commissioners, as well as Town of Essex officers, agents, and employees) from any and all such losses, expenses, damages, demands and claims. The Vendor further agrees to defend any suit or action brought against Town of Essex or Town of Essex officials (as outlined above) based on any such alleged injury or damage and to pay all damages, cost and expenses in connection therewith or resulting there from. As an integral part of this agreement, the Vendor agrees to purchase and maintain, during the life of this contract, contractual liability insurance in the amounts required in the general liability insurance requirements. The obligations of the Vendor pursuant to this paragraph shall not be limited in any way by any limitation in the amount or type of proceeds, damages, compensation, or benefits payable under any policy of insurance or self-insurance maintained by or for the use and benefit of the Vendor.

CONFLICT OF INTEREST: All Vendors must disclose in writing with their proposal the name of any owner, officer, director, or agent who is also an employee of Town of Essex. All Vendors must also disclose in writing with

their proposal the name of any employee of Town of Essex who owns, directly or indirectly, an interest of five percent (5%) or more in the Vendor's firm or any of its branches or subsidiaries. By submitting a proposal, the Vendor certifies that there is no relationship between the Vendor and any person or entity which is or gives the appearance of a conflict of interest related to this RFP.

ERRORS AND OMISSIONS: The Vendor shall not take advantage of any errors or omissions in this RFP. The Vendor shall promptly notify Town of Essex of any omissions or errors found in this document.

INSURANCE COVERAGE: During the term of the contract, the Vendor at their sole cost and expense shall provide commercial insurance of such type and with such terms and limits as may be reasonably associated with the contract. At a minimum, the Vendor shall provide and maintain the following coverage and limits:

- **Worker's Compensation** - The Vendor shall provide and maintain Worker's Compensation Insurance, as required by the laws of Connecticut, as well as employer's liability coverage with minimum statutory limits for Employers Liability per accident. This insurance must include and cover all of the Vendor's employees who are engaged in any work under this contract.
- **General Liability** - The Vendor shall provide and maintain General Liability Coverage at a rate no less than \$1,000,000 per occurrence for bodily injury, personal injury and property damage.
- **Automobile** - Automobile Liability Insurance to include liability coverage, covering all owned, hired and non-owned vehicles used in connection with this contract. The minimum combined single limit shall be \$1,000,000 bodily injury and property damage; and \$150,000 each uninsured/under insured motorist.
- **Professional Liability** - The Vendor shall provide and maintain Professional Liability, Errors & Omissions Insurance at a limit of no less than \$1,000,000 per claim and a \$2,000,000 aggregate limit covering the vendor against all sums that vendor may be obligated to pay on account of any liability arising out of the contract. This requirement shall apply to design and consulting projects, as well as to contracts for professionals involved in project.
- **Umbrella Coverage** - The required coverage may be in any combination of primary, excess, and umbrella policies. Any excess or umbrella policy must provide excess coverage over underlying insurance on a following-form basis such that when any loss covered by the primary policy exceeds the limits under the primary policy, the excess or umbrella policy becomes effective to cover such loss.

INSURANCE REQUIREMENTS: Providing and maintaining adequate insurance coverage is a material obligation of the Vendor and is of the essence of this contract. All such insurance shall meet all laws of the State of Connecticut. Such insurance coverage shall be obtained from companies that are authorized to provide such coverage and that are authorized to do business in Connecticut. The Vendor shall at all times comply with the terms of such insurance policies, and all requirements of the insurer under any such insurance policies, except as they may conflict with existing Connecticut laws or this contract. The limits of coverage under each insurance policy maintained by the Vendor shall not be interpreted as limiting the Vendor's liability and obligations under the contract.

OTHER INSURANCE PROVISIONS: The policy or policies are to contain, or be endorsed to contain, the following provisions:

- A. Vendor's insurance is to be considered primary for losses that occur as a direct result of the Vendor's actions.
- B. Coverage shall state that the Vendor's insurance shall not be suspended, voided, canceled, reduced in coverage or in limits except after 30 days written notice.

The Vendor must include a copy of their insurance certificate with their proposal package. Upon award of this contract, the selected Vendor shall add Town of Essex as a Certificate Holder to their insurance policy.

PROPOSAL OPENING: The proposal deadline is Friday, August 17, 2012 at 4:00 P.M., or postmarked by August 14. On August 21 at 12noon the package containing the proposals from each responding Vendor will be publicly opened. At that time the name of the Vendor and the cost(s) offered will be announced. This is an open and public meeting. Interested parties may attend. However, it must be noted that these costs and their components

are subject to further evaluation for completeness and correctness. Therefore, the cost(s) announced at that time may not be an exact indicator of the Vendor's pricing position. Neither can the assumption be made that the Vendor with the lowest price offered will be awarded the contract. See **"EVALUATION CRITERIA"** and **"AWARD OF BID"** for further explanation on the components involved with the award of this contract.

EVALUATION CRITERIA: Town of Essex, at its sole discretion, following an objective evaluation, will award this contract to the most responsible, responsive Vendor. The proposals will be evaluated on a "best overall value" basis including, but not limited to, completeness and content of the proposal, pricing, quality, the Vendors ability to follow the specifications, the Vendor's ability to provide a team of skilled, trained employees, the Vendors experience with similar projects and the Vendor's responses to "Questionnaire & Checklist." In addition to these considerations, the evaluators may request additional information, oral presentations or discussions with any or the entire responding Vendor to clarify elements of their proposal or to amplify the materials presented in any part of the proposal. However, Vendors are cautioned that the evaluators are not required to request clarification; therefore, all proposals should be complete and reflect the most favorable terms available from the Vendor.

Town of Essex reserves the right to make independent investigations as to the qualifications of the Vendor. Such investigations may include contacting existing customers. Vendors should keep in mind that this is a Request for Proposals and not a request to contract. Town of Essex reserves the unqualified right to accept or reject any and all proposals, and to waive any irregularities as may be permitted by law when it is deemed that such action will be in the best interest of Town of Essex.

AWARD OF BID: Town of Essex, at its sole discretion, following an objective evaluation, will award this contract to the most responsible, responsive Vendor. Price will be a major consideration but will not be the determining factor in our selection. The award of this contract will be based and granted on **"BEST VALUE."** **"BEST VALUE"** will allow Town of Essex to consider factors beyond pricing such as whether the responsible Contractor is able to meet and/or exceed the required specifications. **"BEST VALUE"** will permit and reflect prudent stewardship of public funds and trust. Award of the contract to one Vendor does not mean that the other proposals lacked merit. Award of the contract signifies that after all factors have been considered, the selected proposal was deemed most advantageous to Town of Essex.

NOTIFICATION OF AWARD: After all prerequisites and specifications have been met by the Vendor and the award for Website Design and Content Management System has been made, the successful Vendor will be notified within ten(10) working days of this award. Town of Essex will notify the successful Vendor in writing, either by a LETTER OF AWARD or a PURCHASE ORDER or both. VERBAL NOTIFICATION OF THE AWARD OF THIS CONTRACT IS NOT CONSIDERED A RELIABLE MODE OF NOTIFICATION AND, THEREFORE, WILL NOT BE RECOGNIZED AS AN OFFICIAL NOTIFICATION.

TERMINATION FOR CAUSE: Town of Essex reserves the right to terminate this contract at anytime for cause. The violation of any provision or condition contained in this contract, or the refusal, failure, or inability to carry out any provisions of this contract shall constitute sufficient grounds to terminate this contract for cause. Should Town of Essex elect to terminate this contract for cause, Town of Essex will notify the Vendor 30 days prior to the termination date and shall specify the cause for termination as well as the date the termination shall be effective. This termination notice will be issued via a written letter sent by certified U.S. mail. Immediate dismissals may be executed if deemed necessary by Town of Essex.

TERMINATION WITHOUT CAUSE: Town of Essex and the Vendor may terminate this contract without cause. Written notice of termination must be sent via certified U.S. mail no later than thirty (30) days prior to the termination date.

SECTION V – EMPLOYEE GUIDELINES:

DRUG POLICY: The Vendor certifies that it maintains a drug free work place environment to ensure worker safety and workplace integrity. The Vendor further agrees their employees shall comply with Connecticut Drug-Free Workplace Policy.

AUTHORIZED PERSONNEL: While engaged in the performance of these Services, only authorized employees of the Vendor are allowed at the Town of Essex location where the work is being performed. During the performance of these services, the Vendor's employees are not to be accompanied in the work area by acquaintances, family members, associates or any other person(s) who are not a current, authorized employee(s) of the Vendor.

EMPLOYEE GUIDELINES: The Vendor shall use only qualified personnel to provide the required services. The Vendor shall be responsible for insuring that employees abide by all rules and regulations set forth for the Town of Essex. Vendor must warrant that all employees have undergone and passed National and State Criminal background check.

SECTION VI – SAFETY:

SAFETY: The Vendor and any persons employed by the Vendor shall be required to adhere to all OSHA requirements and regulations that apply while performing any part of the work listed under the title "Scope of Work," and any or all work associated with the performance detailed in this RFP.

State and Federal Regulations: The Vendor shall perform all work in accordance with State and Federal safety regulations in regards to work zones, work areas, equipment, vehicles, tools and supplies. The Vendor shall provide all necessary and required work zone protective devices and traffic channeling devices as required under State and Federal safety regulations.

Town Safety: Town of Essex First Selectman shall be given full access to inspect all aspects of the job, work zone, equipment, personal protective equipment and all areas and aspects of the job for compliance with OSHA, State, and Federal safety regulations. Should the Vendor fail to remedy any identified safety concerns, where feasible; the First Selectman shall have functional authority to halt work until said safety concerns are corrected to the Town's satisfaction. Should the Vendor fail to remedy any verifiable safety concerns identified by the Town, the Town at its' option may cancel any agreement, reserving for itself any remedies it may have for breach of contract.

Public Safety: The Vendor shall protect the safety and convenience of the general public. The Vendor shall perform work as needed and necessary to protect the general public from hazards.

SECTION VII – PROPOSAL INFORMATION:

- Proposals for WEBSITE DESIGN AND CONTENT MANAGEMENT SYSTEM will be received by Town of Essex until Friday, August 17, 2012 at 4:00 P.M. EST, or postmarked by August 14, 2012. Proposals may be submitted by mail, email, or delivered in person. **NO** faxed proposals will be accepted. The Selectman's Office must receive all proposals at the following location PRIOR to the date and time specified. Any proposal received after the date and time prescribed shall **NOT** be considered for award and the proposal shall be returned to the Vendor.

Each proposal must be submitted in a sealed envelope, addressed to:

Town of Essex
Attn: Website Design RFP
29 West Avenue
Essex, CT 06426

- Each sealed envelope containing a proposal must be plainly marked with the **"VENDOR'S NAME", "RFP TITLE", "RFP NUMBER", and the "RFP OPENING DATE & TIME"**.
- All proposals must be submitted on the required forms. All blank spaces for bid prices must be completed in ink or typewritten. The Bid Forms must be completed, signed, and dated by an official of the company authorized to bind the firm. Unsigned proposals will not be considered. Proposals must consist of one (1) original and one (1) copy. These proposals shall be marked as such – Original and Copy. All proposals must include all sample contracts necessary for the full delivery of these services.
- Questions regarding this RFP must be submitted in writing directly to **Rick Audet**, raudet@essexct.gov
- Initial Cost of Installation and Annual Maintenance Cost must be bid individually.
- The successful Vendor shall be responsible for having taken steps reasonably necessary to ascertain the nature and location of the work, and the general and local conditions, which can affect the work or the cost thereof. Accuracy of the Vendors proposal should be based on information provided during site visitations and

a careful review of the RFP specifications. After proposals have been submitted, the Vendor shall not assert there was a misunderstanding concerning the quantity or nature of the work to be performed in an effort to alter their responsibility to successfully perform the work without additional expense to Town of Essex.

- The Vendor to whom this project is awarded shall execute a written contract with Town of Essex to perform the work as outlined in these specifications and in accordance with all the conditions as described in this RFP.
- Town of Essex may make such investigations deemed necessary to determine the ability of the Vendor to perform the services outlined in these specifications. If requested, the Vendor shall provide Town of Essex with all such information and data for this purpose, including but not limited to a sample contract, change order form, project completion document. Town of Essex reserves the right to reject any proposal if the evidence submitted by or derived from an investigation of such Vendor fails to satisfy Town of Essex that the Vendor is properly qualified to carry out the obligations of the contract and to complete the work specified in this RFP.
- The Vendor must disclose to the Town a complete list of all software, hardware requirements, additional licensing and special conditions or requirements necessary to implement and operate the solution.
- A conditional or qualified proposal will not be accepted.

SECTION VIII -- SCOPE OF WORK:

VENDOR RESPONSIBILITIES: The chosen Vendor shall provide the management, supervision, and manpower necessary to provide the installation and ongoing support, as detailed in this proposal. All work shall be performed in a professional and workmanlike manner.

1. Costs of initial installation and ongoing annual fee must be bid individually on the bid sheet. One contract will be awarded for all services.
2. The First Selectman, Norman Needleman, shall be the Contract Administrator and the point of contact regarding services to be performed and invoicing.

All equipment and materials in performing the scope of the contract shall be supplied by the Vendor. Upon request, and within reason, the Vendor must inform the Contract Administrator of when services are to be performed. Additionally, the Vendor must be prepared to work around the scheduled hours of Town Hall; the Contract Administrator will provide such a schedule with at least 30 days notice to Vendor.

The Change Order process must be documented with the Town, any changes that would incur cost to the Town or would affect the outcomes of performance of the contract, or substantive functionality of the product, must be documented and approved in writing by the Town by all parties prior to execution. Written estimates for additional work must be included prior to the change order.

Development and Technical Guidelines

1) Website Objectives

There are a number of primary objectives to be accomplished by the development of a new website, both focused externally on website visitors and internally on website administrators. Aside from specific functionality, the website should meet the following overarching goals:

- a) Provide accurate, current, comprehensive information to Town of Essex audiences, in a visually appealing, user-friendly way.
- b) Make it easier for audiences to interact with the Town of Essex.
- c) Move transactions online, for citizens and businesses to provide convenience for users and convenience and efficiency for the Town of Essex
- d) Provide round-the-clock access to Town of Essex information and transactions.
- e) Reduce Town of Essex staff time to handle routine inquiries.
- f) Market and showcase the Town of Essex
- g) Comply with applicable Federal, State and Local laws regarding accessibility.

- h) Offer a variety of communication methods to keep audiences up-to-date, including e-mail notifications, SMS text messages, RSS feeds and Gov 2.0 interaction.
- i) Promote the use of on-site media through photo, audio and video posting methods that encourage user viewing and, when appropriate, feedback and interaction.
- j) Simplify website administration, allowing users of all skill levels the opportunity and means to update assigned sections of the website.
- k) Build upon proven and accepted website development standards while maintaining the flexibility to easily grow and add new functionality for audiences and administrators over time and with minimal cost.

2) Audience and Site Structure

The website may contain information pertaining to a variety of different audiences; the navigational architecture of the site should therefore take those audiences into consideration, making structure, organization and ease-of-navigation among the top priorities in a website content migration and development process.

Audiences served by the Town of Essex's website include:

- a) Town departments
- b) Town commissions
- c) Internal and external municipal committees
- d) Community residents
- e) Local and regional businesses
- f) Potential visitors and tourists
- g) Local business clientele
- h) Community or area employees
- i) Vendors doing business or seeking business with the community
- j) Area School Districts
- k) Residents or visitors seeking employment
- l) Local or regional press / media
- m) Community activists and organizations
- n) Students

3) Experience and Development Criteria

Preference will be given to vendors with experience developing municipal government websites, with special attention given to vendors' breadth of experience, number of references, years of experience and expertise of staff. Additional development criteria include:

- i) The website will be developed through the cooperation of Town of Essex and the vendor and facilitated under the supervision of a dedicated project management professional in the direct employ of the vendor.
- ii) Vendor will supply a team of development professionals to supplement the development process lead by the project's manager. This team should include staff members skilled in municipal website navigation and architecture, municipal website design and support and training of the content management system.
- iii) Vendor shall have a proven development process and flexible timeline structure that favors the availability and time commitment of the Town of Essex. Vendors should be prepared to share details of their development timelines and processes in proposals submitted to Town of Essex.
- iv) The content management software must be a proven platform for website development and municipal website architecture. Developed that is requested and approved by Town of Essex should be performed by the vendor utilizing agile software development methodologies that encourage collaboration between the developer and Town of Essex in an iterative process.
- v) For ease of communication and project development, preference will be given to vendors utilizing their own development staff rather than subcontracting pieces of the project development to additional vendors. Subcontractors or vendor-utilized third-party developers who assist in part or in whole in the

development of the website or continuing services shall be fully disclosed in any development proposal.

4) Design Guidelines and Qualifications

The visitor-facing design of the website should be welcoming, attractive and created by a member or members of the vendor's professional design staff. The final version of the design should be a collaborative effort between Town of Essex and the vendor, incorporating elements that effectively represent the brand and image desired by Town of Essex through a consultative development process. Specific design guidelines and qualifications include:

- i) As a part of standard website project development, the vendor shall develop an original design for Town of Essex and, over a period of time during the development of the website, consult with key members of Town of Essex's website committee to make revisions and alterations to the vendor's original design submission.
- ii) Website design must be visually appealing, incorporating the Town of Essex colors and logo where appropriate.
- iii) All digital imagery will be provided by the Town and incorporated into the design of the website by the Vendor.
- iv) Design elements should include photographs that are easily updated.
- v) Website design must remain consistent throughout all pages to maximize usability, except where differentiating between departments and / or sections of the website as requested by Town of Essex.
- vi) Vendor must have the capability to provide original designs for subsites associated with the primary site within the framework of the primary project development period.
- vii) Design should be compatible with the Town of Essex branding program. The final version of the website should be easily identified as the Official Site of the Organization
- viii) No advertisements, or pay-per-placement graphics, icons, or elements, will be allowed on the website.
- ix) Website design and associated elements should comply with all applicable, Federal, State and Local laws on accessibility.
- x) Ownership of the website design and all content will be transferred to the Town of Essex upon completion of the project.

Additional requirements:

Company must be United States owned and based in the continental United States

Company and individuals working on the project must have demonstrated familiarity with state and local laws as they pertain to municipal on-line presence (for the town of Essex and Connecticut)

Must have demonstrated familiarity with the Connecticut Freedom of Information regulations (FOI) as they apply to a municipality residing in the state of Connecticut on-line presence

Software must reflect current Connecticut laws and regulations where applicable.

SECTION IX – BILLING AND PAYMENT

Contractual services for the annual on-going fixed maintenance costs shall be invoiced, with payment divided into 12 monthly installments, or as agreed upon by Town and chosen vendor. The Vendor's invoices shall include a detailed description of services rendered, recommendations for any repairs or improvements required.

Cover Sheet & Bid Documents Section



Proposal # 12-001

FOR

**TOWN OF ESSEX WEBSITE DESIGN AND IMPLEMENTATION OF A NEW WEB CONTENT
MANAGEMENT SYSTEM**

The following sections of the RFP are to be completed and returned to the Town of Essex in your proposal submissions.

Please provide 1 original and 7 copies of your proposal.

Documents to provide include:

(please check)

- | | |
|--|--------------------------|
| 1. Bid Sheet & Vendor Information | <input type="checkbox"/> |
| 2. References Contact Form | <input type="checkbox"/> |
| 3. Questionnaire & Checklist Form | <input type="checkbox"/> |
| a. All documents requested in questionnaire | <input type="checkbox"/> |
| 4. Cost Proposal / Execution of Proposal Form | <input type="checkbox"/> |
| 5. Copy of a Sample Contract for similar services | <input type="checkbox"/> |
| (1 original and 7 copies provided) | <input type="checkbox"/> |

Submitter's Initials: _____

Bid Sheet (to be completed by Vendor):

One-time, fixed cost of website & Content Management System (CMS) installation

TOTAL: _____

Annual, ongoing fixed cost of website and content management system service and support

TOTAL: _____

Additional Costs Associated with Performing Work as Outlined in this RFP (if any)

Vendor Information

1. Owner of the Company _____
 2. Business Address _____
 3. List the number of years in business _____
 4. Is your business full or part-time? _____
 5. List the number of people employed on a regular basis. _____
 6. Do you maintain an office that is staffed during normal daily working hours?

 7. Who is the Town's contact person in the event your firm is awarded the contract?

- E-mail Address: _____

Submitter's Initials: _____

REFERENCES CONTACT FORM

Include contact information for current/previous agency for which you provided similar services, as described in this Request for Proposals, within the last three (3) years.
(Minimum of five (5) references)

First Reference:

Company Name: _____

Address: _____

Contact Name _____

Title _____

Telephone _____

Number () _____

E-mail Address _____

Contract Dates: _____

Beginning: _____ Ending: _____

Description of
Work: _____

Second Reference:

Company Name: _____

Address: _____

Contact Name _____

Title _____

Telephone _____

Number () _____

E-mail Address _____

Contract Dates: _____

Beginning: _____ Ending: _____

Description of
Work: _____

Third Reference:

Company Name: _____

Address: _____

Contact Name _____

Title _____

Telephone _____

Number () _____

E-mail Address _____

Contract Dates: _____

Beginning: _____ Ending: _____

Description of
Work: _____

Fourth Reference:

Company Name: _____

Address: _____

Contact Name _____

Title _____

Telephone _____

Number () _____

E-mail Address _____

Contract Dates: _____

Beginning: _____

Ending: _____

Description of _____

Work: _____

Fifth Reference:

Company Name: _____

Address: _____

Contact Name _____

Title _____

Telephone _____

Number () _____

E-mail Address _____

Contract Dates: _____

Beginning: _____

Ending: _____

Description of _____

Work: _____

Submitter's Initials: _____

Questionnaire & Checklist to be Completed by Each Vendor
(attach additional sheets if more space for your answers is required)

Content management

1. What Content Management System (CMS) product is used as part of your current offering? (i.e. concrete, Drupal, Wordpress, other)

2. Please list underlying code(s) used? (Php, Javascript, etc) and also the supporting database(s) (MySQL, Postgres, etc...)

3. Are your websites written in html5 and CSS3? (If not please describe)

4. Is your CMS software non-proprietary? (Yes / No ...explain)

5. Is the website content exportable in XML format? (Yes / No ... explain)

6. What form of work-flow does your product support in the management of the following components:

- Content management
- Content version control (depth of restore)
- Backup and restore

Please answer above and add other work-flows that your product may support.

7. Please describe your front- end and back-end management interfaces for users and administrators?

8. What security standards do you follow in web site development? (Please describe in detail)

9. Software releases and version control

How are releases and updates facilitated? _____

How are versions numbered? _____

How often are updates provided? _____

How many versions (major and minor) have you produced in the past 18 months? _____

Please provide a copy of distributed release notes for a recent major and minor release. _____

10. Hosting

Do you provide hosting services? _____

Where is the actual hosting service located? Co-located? Data centers? _____

What is the published up-time availability and what do you warranty? _____

What physical access controls are in place for the data center?

11. Documents

Please provide a copy or sample of each of the following documents. (Attach to submission)

- Software license
- Services agreement
- Maintenance agreement
- Consulting agreement
- Please list any additional products or agreements that are required to implement, use and operate your software product or use licenses that are required in addition to your company licenses. Hardware? Back-up software? Etc.

12. Service levels

Please provide your key Service Levels Agreement (SLA) for the following:

- Answer a call (hours and SLAs by time of day) _____
- Initial response to request for help _____
- Problem resolution minor _____
- Problem resolution major (system down) _____

Please provide any published SLAs that you currently support _____

13. The Company

Company history including:

- How organized (llc, Inc. etc.) _____
- Years in business under this name _____
- Any pending litigation _____
- Named principles _____
- Entity physical location _____
- Disclose any potential conflicts with Town of Essex, any person employed by the town of Essex, etc. _____

Please provide the total number of sites actively using your company websites & CMS. (Current count, prevalent version, percent at current version) _____

Do you use employees or sub-contractors to do the work? _____

If so, is any work done off-shore (outside of the United States)? _____

How many employees do you have? (Please indicate the percent technical and percent non-technical)? _____

Submitter's Initials: _____

Question Is this Function or functionality available in your current commercially released version (Y)es/(N)o

1. A way to add, edit and move content directly on an assigned webpage without the need to utilize or be trained on a back-end administrative system. ☐
2. Content publishers are able to add and update menu items if assigned the appropriate permission level. ☐
3. The CMS automatically creates and updates a sitemap and on-page breadcrumbs when content is added, edited or removed from the site. ☐
4. Content publishers have the ability to assign multiple content records to a single link, allowing for rotating content. ☐
5. The CMS has a rich text editor for content additions and updates that, while allowing flexibility for higher-end content contributors, is simple and straightforward, giving basic content contributors a basic set of fewer options to alter established site styles. ☐
6. Content contributors have the option to use pre-created page templates to assist in the formatting and development of new content. ☐
7. Users who wish to add simple links – either internal or external – are provided with an option to do so through an automatic hyperlinking option. ☐
8. Content added to the site, whether as a part of page content or additions to plug-in applications or modular elements, shall feature delayed posting and automatic expiration abilities. ☐
9. Notification of expiration of site content is received by content owners through notifications available via an in-CMS action center, a dashboard administrative display and e-mail notifications. ☐
10. All published content on the website is automatically archived and retrievable at any time without having to refer to off-line backup media. ☐
11. The administrative portion of the CMS is accessible for all content contributors and feature a customizable interface that displays critical shortcuts, on-site items that require attention, recent activity logs and an internal messaging system that displays administrative messages and updated information. ☐
12. Administrators have the ability to add, edit, update and move menu items, affecting overall site structure and organization. ☐
13. Reports exist detailing broken links on the website, including the referring page location so that links can be corrected ☐
14. A report detailing all changes and activity taking place on the website through content contributors and administrators; the report shall be filterable by start and end dates, times, by content time and by action taken. All history shall be exportable. ☐
15. A separate history report detailing user login history, including the user type, the date and time of the attempted login, the IP address of the user and whether or not the login attempt was successful ☐
16. Feature area control on website pages, including the ability to add featured areas and assign content to those areas ☐

Question Is this Function or functionality available in your current commercially released version (Y)es/(N)o

17. Higher-level users shall have the ability to create content categories within CMS applications and modules and edit the parameters for categories, as well. ☐
18. A method by which administrators can create friendly URLs ☐
19. Administration of on-site banners and graphics, with the ability to add new banners and on-site graphical elements and assign those elements to specified areas of the site ☐
20. Access to site search statistics, including the ability to filter searched terms by date and time; search terms should have the ability to be exported ☐
21. The ability to manage administrative access to the site through a non-separable user permission system that defines in-system rights and workflows for both general content and modular applications that are included as a part of the CMS. ☐
22. The permission system shall be divisible into both user administration and group administration, allowing permission levels to be attributed to groups to which users can be added. ☐
23. Round-the-clock access to support materials including, but not limited to: online training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support-related updates through common social networking mediums ☐
24. Page creation ability featuring the following page and section creation options:
- a. Product has a Dynamic Online Editor (Rich Text Editor) ☐
 - b. Product supports Pre-created section templates ☐
 - c. Product supports Community-created page templates ☐
 - d. Product supports Dynamic link creation ☐
 - e. Product supports HTML upload ability ☐
 - f. Product supports ability to add and edit banners to specified areas of the website ☐
25. Capability to administer branch sites associated with the primary site ☐
26. Site search statistics, including the ability to filter searched terms by date and time; search terms should have the ability to be exported ☐
27. An administrative center for reviewing, filtering and exporting overall website statistics, including the ability to view statistics by page and presenting the information in a graphical representation ☐
28. A report detailing all changes and activity taking place on the website through content contributors and administrators; the report shall be filterable by start and end dates, times, by content time and by action taken ☐
29. All published content on the website shall be automatically archived and retrievable at any time ☐
30. Assignment of multiple content records to a single link, allowing content to rotate ☐

Question Is this Function or functionality available in your current commercially released version (Y)es/(N)o

- | | |
|--|--------------------------|
| 31. Assignment of multiple banners to a single page, allowing banners to rotate | <input type="checkbox"/> |
| 32. Content added to the site, whether as a part of page content or additions to plug-in applications or modular elements, shall feature delayed posting and automatic expiration abilities | <input type="checkbox"/> |
| 33. CMS Includes spell-check functionality | <input type="checkbox"/> |
| 34. A non-separable user permission system with multiple levels of rights that defines in-system rights and workflows for both general content and modular applications that are included as a part of the CMS | <input type="checkbox"/> |
| 35. A non-separable group permission system, that allows permission levels to be attributed to groups to which users can be added | <input type="checkbox"/> |
| 36. A dynamic menu structure, with the ability to easily add, edit, move and delete menu items in multiple structural areas of the site | <input type="checkbox"/> |
| 37. An infinite page structure system that allows the addition of an unlimited number of pages by Town of Essex | <input type="checkbox"/> |
| 38. An infinite menu level system that allows the addition of an unlimited number of menu levels by Town of Essex | <input type="checkbox"/> |
| 39. An administrative dashboard with a customizable interface that displays critical shortcuts, on-site items that require attention, workflow management, recent activity logs and an internal messaging system that displays administrative messages and updated information | <input type="checkbox"/> |
| 40. A Frequently Asked Questions (FAQ) application that allows an unlimited number of FAQ categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category | <input type="checkbox"/> |
| 41. Quick and easy access to add and update calendar listings. | <input type="checkbox"/> |
| 42. An event calendar application that allows an unlimited number of calendar categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category | <input type="checkbox"/> |
| 43. Calendar events shall be able to be set up as single events or recurring events, with options for daily, weekly, monthly or annual recurrences | <input type="checkbox"/> |
| 44. Calendar events with associated addresses shall be automatically mapped to at least one web-based mapping site | <input type="checkbox"/> |
| 45. Calendar events shall provide space for full descriptions including the ability to post images, tables and video within the description | <input type="checkbox"/> |
| 46. The site visitor shall be able to view calendars by a list of events, a week view or a month view | <input type="checkbox"/> |
| 47. Calendars shall be filterable by category, a start date and an end date, with the ability to search for keywords | <input type="checkbox"/> |
| 48. Each calendar category shall, if desired, post events automatically to an RSS feed; the category feeds shall be available individually or collectively | <input type="checkbox"/> |

Question Is this Function or functionality available in your current commercially released version (Y)es/(N)o

49. The full on-site calendar and individual calendar categories shall produce an associated iCal feed that can be imported into major calendar applications (both desktop and web-based); individual calendar events shall produce an associated iCal file for the single event ☐
50. Ability for site visitors to subscribe to updates from individual calendar categories through HTML e-mail, plain-text e-mail, SMS text messages, RSS feeds and to view calendar updates through popular social-networking applications ☐
51. A central video repository for the posting and display of video; within the media center, vendor shall allow the creation of an unlimited number of channels ☐
52. Ability to upload multiple videos to quickly create and publish entire video channels to the website ☐
53. Ability to feature one or more videos on the primary media center portion of the website ☐
54. Ability to quickly edit videos and channels from the public-facing portion of the website ☐
55. Ability to broadcast live video through a connection between the CMS' media functionality and a variety of video-capture devices ☐
56. A central photo and image repository for the posting and display of images; within the gallery, vendor shall allow the creation of an unlimited number of categories ☐
57. Ability to upload multiple photos to quickly create and publish entire photo albums to the website ☐
58. Each album shall feature multiple views, including full album views, individual image views and an integrated slideshow function ☐
59. Ability to feature one or more photos on the primary photo gallery portion of the website ☐
60. Ability to quickly edit photos and albums from the public-facing portion of the website ☐
61. Ability to make images in a single album or throughout the entire gallery copyright protected and unable to be right-clicked for downloading or copying purposes ☐
62. Ability to assign default credit to images within an album, or to give individual credit on individual images ☐
63. Image management tools for the addition of images to on-site content through web pages and modular elements associated with the content management system ☐
64. Image editing abilities on uploaded images, including the ability to change opacity, resize images dynamically based on width and height, ability to constrain proportions, flip images, rotate images, crop images, restore images and save altered images as either a thumbnail or alteration of the original upload or to replace the original upload with the altered image. ☐
65. Capacity to upload multiple images at one time and associate images with specific pages; the maximum file size should be no less than two (2) megabytes ☐
66. Ability to preview images prior to association with on-site content ☐

Question Is this Function or functionality available in your current commercially released version (Y)es/(N)o

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| 67. Ability to alter image properties, including image width, image height, capability to associate or disassociate width and height, border color, border width, image alignment, margins and application of CSS classes from overall website styles | <input type="checkbox"/> |
| 68. Image mapping tools to create clickable maps or images with multiple hyperlinked points | <input type="checkbox"/> |
| 69. Integrated Flash management | <input type="checkbox"/> |
| 70. Integrated Media management | <input type="checkbox"/> |
| 71. Creation of slideshows using multiple images and common tools found in the image management portion of the website content management system | <input type="checkbox"/> |
| 72. Ability to alter the order, speed, transition type, transition duration and layout of on-site slideshows | <input type="checkbox"/> |
| 73. Images automatically resize to common and specified dimensions in slideshows | <input type="checkbox"/> |
| 74. If necessary, one or more Secure Sockets Layer (SSL) certificates to encrypt data contained in site transmissions | <input type="checkbox"/> |
| 75. A password-protected area of the website, available only to those users approved to access secure content | <input type="checkbox"/> |
| 76. Ability for site visitors to subscribe to updates from individual news categories through HTML e-mail, plain-text e-mail, SMS text messages, RSS feeds and to view news updates through popular social-networking applications | <input type="checkbox"/> |
| 77. Subscription functionality that allows site visitors to subscribe to one or more on-site topics and receive updates through an e-mail; subscription application may contain an unlimited amount of categories and has the ability to deliver an unlimited amount of correspondence | <input type="checkbox"/> |
| 78. Ability to create professional HTML newsletters through the subscription service and deliver to an unlimited number of subscribers | <input type="checkbox"/> |
| 79. Subscription ability tied into multiple other pieces of the content management system including calendars and news applications | <input type="checkbox"/> |
| 80. A double opt-in security system that prompts subscribers to confirm subscriptions and reduces the number of non-functioning e-mail addresses in the system | <input type="checkbox"/> |
| 81. No visible use of the CAPTCHA system | <input type="checkbox"/> |
| 82. Ability to select delivery via plain-text or HTML e-mails | <input type="checkbox"/> |
| 83. Ability to select delivery through SMS text messages | <input type="checkbox"/> |
| 84. A citizen-centric log-in portal that allows users to personalize their website experience by creating and building out a dashboard of the items from the website in which they are most interested. Should use single sign-on functionality, and users should be able to build out custom "widgets" for display on their dashboard | <input type="checkbox"/> |
| 85. Trained content creators of the content management system shall have access to live support via e-mail or phone during vendor's normal business hours. | <input type="checkbox"/> |

Question Is this Function or functionality available in your current commercially released version (Y)es/(N)o

86. Designated administrators shall have round-the-clock access to live support via phone for emergencies. ☐
87. The vendor provides access to live support available via e-mail or phone during vendor's normal business hours. ☐
88. The support team is fluent in the functionality and uses of both the content management system's features and associated applications and modules. ☐
89. Designated Town of Essex points-of-contact shall have round-the-clock access to support for emergency purposes. ☐
90. An online repository of training videos and certification tests for the purposes of fully training new staff members or retraining existing staff members for proven and documented certification of expertise within the content management system ☐
91. Vendor provides access to a larger community of software users in order to collaborate, share website management techniques, communicate with vendor staff and browse educational material on technology trends ☐
92. Rolling upgrades of the solution that strengthen and update the content management system's functionality and associated applications ☐
93. Regular maintenance of the content management system to improve existing functionality and, when appropriate, take Town of Essex requests into consideration ☐
94. Vendor supports an internal process dedicated to reviewing new technologies and implementing development projects in order to provide a more robust content management system with additional features and applications ☐
95. Ability to convert documents to PDFs via an included PDF conversion method ☐
96. A document repository specifically designed for agendas, minutes and other historical documents, with built-in filtering abilities, search capabilities specific to the application and a reverse-chronological display ☐
97. Bid posting functionality through an application specifically designed to display bids for multiple departments with filtering options by status ☐
98. An integrated blog module with options for multiple blog categories and user comments ☐
99. An easily searchable business and resource directory with the ability to display basic resource information, photos and links to additional material, which includes integrations with mapping search engines ☐
100. An on-site document storage application with unlimited levels of folders, providing centralized storage of any type of file ☐
101. Easily visible and changeable emergency alert notifications that link to critical on-site information ☐
102. Product supports an expanded resource and information directory built specifically for public facilities, with an included method to request reservations ☐

Question Is this Function or functionality available in your current commercially released version (Y)es/(N)o

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| 103. | A free-form "spotlight" widget with unlimited categories that encourages additions of hyperlinks, images, videos and other content in multiple structural areas of the site | <input type="checkbox"/> |
| 104. | An online form development tool for the Town of Essex to develop interactive forms | <input type="checkbox"/> |
| 105. | Ability to have unlimited categories of forms, with an unlimited number of forms in each category | <input type="checkbox"/> |
| 106. | Method by which form data is stored in a database and can be exported in a usable format from the content management system | <input type="checkbox"/> |
| 107. | Capability to merge forms with other applications of the content management system, such as a citizen request management system or epayment system | <input type="checkbox"/> |
| 108. | Ability to customize forms for request management purposes and tie directly into associated request-management tools | <input type="checkbox"/> |
| 109. | Ability to customize forms to accept and process payment through integrated e-commerce functionality without the need to connect to a third-party software source | <input type="checkbox"/> |
| 110. | Job posting functionality through an application specifically designed to display jobs for multiple departments with filtering options by status | <input type="checkbox"/> |
| 111. | A news and announcements application that allows an unlimited number of news categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category | <input type="checkbox"/> |
| 112. | Ability to feature news and announcements on individual pages and in multiple structural areas of the site | <input type="checkbox"/> |
| 113. | An online job application system that allows site visitors to create an online profile with employment and background information, upload supporting documentation and apply for jobs posted in the job-posting application | <input type="checkbox"/> |
| 114. | Ability to create opinion polls | <input type="checkbox"/> |
| 115. | A citizen request management tool that allows users to log complaints or requests with Town of Essex and interact with Town of Essex in order to resolve requests | <input type="checkbox"/> |
| 116. | Capacity for unlimited request categories and unlimited request forms | <input type="checkbox"/> |
| 117. | A method by which Town of Essex staff can view and respond to user requests | <input type="checkbox"/> |
| 118. | Ability to add comments, files and images to an individual request history | <input type="checkbox"/> |
| 119. | Ability to create form letters associated with responses to requests | <input type="checkbox"/> |
| 120. | Ability to create work orders associated with requests | <input type="checkbox"/> |
| 121. | Ability to tie similar requests together for single, uniform responses to multiple users | <input type="checkbox"/> |
| 122. | Management methods to allow requests to be closed and reopened | <input type="checkbox"/> |
| 123. | Rules and alerts to escalate requests to other parts of Town of Essex in a time frame and to individuals designated by Town of Essex | <input type="checkbox"/> |

Please Initial _____

Question Is this Function or functionality available in your current commercially released version (Y)es/(N)o

124. Mapping functionality that allows Town of Essex administrators to view requests by category or by type on an integrated web-based map, with the capacity to filter requests by assignee, status and date ☐
125. Ability to export request data, with the capacity to filter requests by assignee, status and date ☐
126. Statistical analysis of data by application, category, request type and assignee ☐
127. A complete agenda creation application that encompasses the entire process of creating and publishing agendas and minutes to the website. This includes: ☐
- a. creation of agenda items ☐
 - b. customized workflow routing ☐
 - c. agenda building ☐
 - d. automatic user notifications of new agendas and minutes ☐
 - e. ability to create minutes from the completed agenda template. ☐
128. An application that allows Town of Essex to post and display public real-estate locations, detailing property specifics and contact information for further inquiries ☐
129. A staff directory with unlimited levels of departments, sub-departments, divisions and groups, with options for expanded staff biographies and images; e-mail addresses associated with directory listings shall be automatically obscured from automated methods of e-mail collection ☐
130. Database display ability that imports tabled information and allows Town of Essex staff to specify and create search fields and filters specific to the database ☐
131. Functionality that simplifies the posting and hyperlinking of documents into on-site content ☐
132. A table-building application designed to create tables in on-site content ☐
133. Unlimited columns and rows in created tables ☐
134. Ability to alter table properties, including border colors, border width, border type, overall table height, overall table width, cell padding, cell spacing, alignment, background colors, importing CSS classes from overall website styles and addition of background images ☐
135. Ability to alter individual cell properties, including height, width, alignment of in-cell content, background color, importing CSS classes from overall website styles, addition of background images and text-wrapping format ☐
136. Easy embedding of audio, video, media and social-networking applications with associated embed codes ☐
137. Integration with common social-networking applications such as Facebook and Twitter ☐

Question Is this Function or functionality available in your current commercially released version (Y)es/(N)o

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|------|--|--------------------------|
| 138. | Ability to allow site visitors to view archived content | <input type="checkbox"/> |
| 139. | RSS feeds associated with multiple on-site applications on a category-based level | <input type="checkbox"/> |
| 140. | Live chat for Town of Essex staff to interact with site users | <input type="checkbox"/> |
| 141. | Accessibility software embedded in the website that offers users access to larger fonts and audible content | <input type="checkbox"/> |
| 142. | Display of Town of Essex GIS maps | <input type="checkbox"/> |
| 143. | Agenda management and creation software for automation of Town of Essex agendas | <input type="checkbox"/> |
| 144. | Lightweight Directory Access Protocol (LDAP) integration is an option | <input type="checkbox"/> |
| 145. | Product supports Internet Explorer, versions 7 and up | <input type="checkbox"/> |
| 146. | Product supports Mozilla Firefox, versions 3.5 and up | <input type="checkbox"/> |
| 147. | Product supports Safari, versions 4 and up | <input type="checkbox"/> |
| 148. | Product supports Google Chrome | <input type="checkbox"/> |
| 149. | Vendor provides a dedicated hosting facility optimized for website hosting and administration. | <input type="checkbox"/> |
| 150. | Vendor's hosting facility is equipped with redundant power sources, controlled by an automatic transfer switch to ensure activation of backup power source in the event of failure of the primary power source. | <input type="checkbox"/> |
| 151. | Vendor's hosting facility is equipped with redundant internet connections to ensure continuous connectivity; BGP routing used to ensure uptime in the event of failure of one provider, and bandwidth of any individual provider shall be sufficient to maintain site status and connectivity. | <input type="checkbox"/> |
| 152. | Vendor offers enterprise-level DNS hosting, with options for control of the DNS to be given to either Town of Essex or the vendor. Vendor offers full support for BIND v.9 implementation and maintain multiple DNS appliances for primary and secondary servers. | <input type="checkbox"/> |
| 153. | The Town of Essex's website and all associated data hosted at vendor's facility is backed up daily, collecting the website information from both the web server and SQL database server. Backups should be stored outside of the vendor's hosting facility. | <input type="checkbox"/> |
| 154. | Vendor is be able to produce for Town of Essex a Service Level Agreement that details specifications of the hosting facility and associated guarantees. | <input type="checkbox"/> |
| 155. | Upon request, vendor is able to produce for Town of Essex a disaster-recovery plan that details vendor's contingency plans for site operation in the event of an emergency. | <input type="checkbox"/> |

Cost Proposal/Execution of Proposal

By submitting this proposal, the potential Vendor certifies the following:

- This proposal is signed by an authorized representative of the firm.
- The Vendor can obtain insurance certificates as required within 10 calendar days after notice of award.
- The cost and availability of all equipment, materials, and supplies associated with performing the services described herein have been determined and included in the proposed cost.
- All labor costs, direct and indirect, have been determined and included in the proposed cost.
- The Vendor is aware of prevailing conditions associated with performing these services.
- The potential Vendor has read and understands the conditions set forth in this RFP and agrees to them with no exceptions. If exceptions exist, they must be listed on a separate numbered sheet

Therefore, in compliance with this Request for Proposals, and subject to all conditions herein, the undersigned offers and agrees, to perform the services in accordance with the specifications and conditions in this RFP at the prices quoted, if this proposal is accepted within 90 days from the date of the opening.

VENDOR: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

TELEPHONE NUMBER: _____ FAX: _____

FEDERAL EMPLOYER IDENTIFICATION NUMBER:

E-MAIL: _____

BY: _____
Signature Typed or printed name

Title _____ Date _____

THIS PAGE MUST BE SIGNED AND INCLUDED IN YOUR PROPOSAL.